

Amendments to the Claims:

This listing of claims will replace all prior versions and listings of claims in the application:

- 1-66. Cancelled.
67. (New) A computer readable information storage medium having program code stored thereon that, when executed by a computer on a network, communicates information over said network comprising:
- (a) program code to receive at a first information site on said network an information request from a communications device connected through said network;
 - (b) program code that determines a geographic area for relevant information to be provided in answering said information request;
 - (c) program code to retrieve answer information from a database, said answer information comprising information responsive to said information request and third party information unresponsive to said information request, said third party information containing a link to connect said communication device to a second information site operated on behalf of said third party; and
 - (d) program code to provide said answer information from said first information site to said communication device.
68. (New) A computer readable information storage medium as recited in claim 67, wherein said third party information comprises sponsored information.
69. (New) A computer readable information storage medium as recited in claim 68, wherein said sponsored information is sponsored for specific geographic

locations.

70. (New) A computer readable information storage medium as recited in claim 67, further comprising program code that determines said geographic area independent of a physical location of said communication device.
71. (New) A computer readable information storage medium as recited in claim 70, further comprising program code that determines said geographic information at said first information site.
72. (New) A computer readable information storage medium as recited in claim 70, further comprising program code that determines said geographic area from one of a network address identifying a geographic area of said communication device independent of a physical position of said communication device and geographic information supplied in said information request by a user of said communication device.
73. (New) A computer readable information storage medium as recited in claim 70, wherein said geographic location of said communication device and said geographic information provided by said user are different, and comprising program code that provides, in said answer information, information corresponding to said geographic information supplied in said information request by said user.

74. (New) A computer readable information storage medium as recited in claim 67, further comprising program code that derives contextual information from said information request and providing in said answer third party information unresponsive to said request in at least one category correlated to said derived contextual information.
75. (New) A computer readable information storage medium as recited in claim 74, further comprising program code that assigns an exclusive third party information provider to each category for each answer to an information request.
76. (New) A computer readable information storage medium comprising program code as recited in claim 75, further comprising program code that assigns an exclusive third party information provider to each said category until an event alters the identity of said exclusive sponsor for said category.
77. (New) A computer readable information storage medium as recited in claim 75, further comprising program code that assigns an exclusive third party information provider to each said category for a time period.
78. (New) A computer readable information storage medium as recited in claim 75, further comprising program code that periodically auctions a right to be assigned as said exclusive third party information provider.

79. (New) A computer readable information storage medium having program code stored thereon that, when executed by a computer, provides geographically based third party information to users of networked terminals, comprising:
- (a) program code that receives an information request from one of said users through a networked terminal;
 - (b) program code that determines a geographic region for said information request;
 - (c) program code that provides said user access to an information site providing content responsive to said information request; and
 - (d) program code that provides said user a link at said information site to an unrequested third party information site, an identity of said third party information site being determined by said geographic information.
80. (New) A computer readable information storage medium as recited in claim 79, further comprising program code that provides a link to a first third party site for a first geographic location and a second third party information site for a second geographic location.
81. (New) A computer readable information storage medium as recited in claim 79, further comprising program code that provides said user a link to a site having a contextual relationship to information requested by said user.
82. (New) A computer server for communicating information over said network comprising:

- (a) a processor that receives at a first information site on said network an information request from a communications device connected through said network;
- (b) a processor that determines a geographic area for relevant information to be provided in answering said information request;
- (c) a processor that retrieves answer information from a database, said answer information comprising information responsive to said information request and third party information unresponsive to said information request, said third party information containing a link to connect said communication device to a second information site operated on behalf of said third party; and
- (d) a processor that provides said answer information from said first information site to said communication device.

83. (New) A computer server as recited in claim 82, wherein said third party information comprises sponsored information.

84. (New) A computer server as recited in claim 83, wherein said sponsored information is sponsored for specific geographic locations.

85. (New) A computer server as recited in claim 82, further comprising a processor that determines said geographic area independent of a physical location of said communication device.

86. (New) A computer server as recited in claim 85, further comprising a processor that determines said geographic information at said first information site.
87. (New) A computer server as recited in claim 85, further comprising a processor that determines said geographic area from one of a network address identifying a geographic area of said communication device independent of a physical position of said communication device and geographic information supplied in said information request by a user of said communication device.
88. (New) A computer server as recited in claim 85 wherein said geographic location of said communication device and said geographic information provided by said user are different, and comprising a processor that provides, in said answer information, information corresponding to said geographic information supplied in said information request by said user.
89. (New) A computer server as recited in claim 82, further comprising a processor that derives contextual information from said information request and providing in said answer third party information unresponsive to said request in at least one category correlated to said derived contextual information.
90. (New) A computer server as recited in claim 89, further comprising a processor that assigns an exclusive third party information provider to each category for each answer to an information request.

91. (New) A computer server as recited in claim 90, further comprising a processor that assigns an exclusive third party information provider to each said category until an event alters the identity of said exclusive third party information provider for said category.
92. (New) A computer server as recited in claim 90, further comprising a processor that assigns an exclusive third party information provider to each said category for a time period.
93. (New) A computer server as recited in claim 92, further comprising a processor that periodically auctions a right to be assigned as said exclusive sponsor.
94. (New) A computer server having a processor stored thereon that, when executed by a computer, provides geographically based third party information to users of networked terminals, comprising:
- (a) a processor that receives an information request from one of said users through a networked terminal;
 - (b) a processor that determines a geographic region for said information request;
 - (c) a processor that provides said user access to an information site providing content responsive to said information request; and
 - (d) a processor that provides said user a link at said information site to an unrequested third party information site, an identity of said third party information site being determined by said geographic information.

95. (New) A computer server as recited in claim 94, further comprising a processor that provides a link to a first third party site for a first geographic location and a second third party information site for a second geographic location.
96. (New) A computer server as recited in claim 94, further comprising a processor that provides said user a link to a site having a contextual relationship to information requested by said user.
97. (New) A computer server for communicating information over said network comprising:
- (a) means for receiving at a first information site on said network an information request from a communications device connected through said network;
 - (b) means for determining a geographic area for relevant information to be provided in answering said information request;
 - (c) means for retrieving answer information from a database, said answer information comprising information responsive to said information request and third party information unresponsive to said information request, said third party information containing a link to connect said communication device to a second information site operated on behalf of said third party; and
 - (d) means for providing said answer information from said first information site to said communication device.

98. (New) A computer server as recited in claim 97, wherein said third party information comprises sponsored information.
99. (New) A computer server as recited in claim 98, wherein said sponsored information is sponsored for specific geographic locations.
100. (New) A computer server as recited in claim 97, further comprising means for determining said geographic area independent of a physical location of said communication device.
101. (New) A computer server as recited in claim 100, further comprising means for determining said geographic information at said first information site.
102. (New) A computer server as recited in claim 100, further comprising means for determining said geographic area from one of a network address identifying a geographic area of said communication device independent of a physical position of said communication device and geographic information supplied in said information request by a user of said communication device.
103. (New) A computer server as recited in claim 100, wherein said geographic location of said communication device and said geographic information provided by said user are different, and comprising means for providing, in said answer information, information corresponding to said geographic information supplied in

said information request by said user.

104. (New) A computer server as recited in claim 100, further comprising means for deriving contextual information from said information request and providing in said answer third party information unresponsive to said request in at least one category correlated to said derived contextual information.
105. (New) A computer server as recited in claim 104, further comprising means for assigning an exclusive third party information provider to each category for each answer to an information request.
106. (New) A computer server comprising a processor as recited in claim 105, further comprising means for assigning an exclusive third party information provider to each said category until an event alters the identity of said exclusive third party information provider for said category.
107. (New) A computer server as recited in claim 105, further comprising means for assigning an exclusive third party information provider to each said category for a time period.
108. (New) A computer server as recited in claim 105 comprising means for periodically auctioning a right to be assigned as said exclusive third party information provider.

109. (New) A computer server having a processor stored thereon that, when executed by a computer, provides geographically based third party information to users of networked terminals, comprising:
- (a) means for receiving an information request from one of said users through a networked terminal;
 - (b) means for determining a geographic region for said information request;
 - (c) means for providing said user access to an information site providing content responsive to said information request; and
 - (d) means for providing said user a link at said information site to an unrequested third party information site, an identity of said third party information site being determined by said geographic information.
110. (New) A computer server as recited in claim 109, further comprising means for providing a link to a first third party site for a first geographic location and a second third party information site for a second geographic location.
111. (New) A computer server as recited in claim 109, further comprising means for providing said user a link to a site having a contextual relationship to information requested by said user.
112. (New) A method of electronically providing information to a communication device comprising the steps of:
- (a) receiving at a first information site hosted by a computer on a network an information request from said communication device communicating through said

network;

(b) directing said computer to determine a geographic area for relevant information to be provided in answering said information request;

(c) directing said computer to retrieve answer information from a database, said answer information comprising information responsive to said information request and third party information unresponsive to said information request, said third party information containing a link for use by said communication device to connect said communication device to a second information site operated on behalf of said third party; and

(d) directing said computer to provide said answer information from said first information site to said communication device.

113. (New) The method recited in claim 112, wherein said third party information comprises sponsored information.

114. (New) The method recited in claim 113, wherein said sponsored information is sponsored for specific geographic locations.

115. (New) The method recited in claim 112, further comprising directing said computer to determine said geographic area independent of a physical location of said communication device.

116. (New) The method recited in claim 115, further comprising directing said computer to determine said geographic information at said first information site.

117. (New) The method recited in claim 115, further comprising directing said computer to determine said geographic area from one of a network address identifying a geographic area of said communication device independent of a physical position of said communication device and geographic information supplied in said information request by a user of said communication device.
118. (New) The method recited in claim 115, wherein said geographic location of said communication device and said geographic information provided by said user are different, comprising directing said computer to provide answer information corresponding to said geographic information supplied in said information request by said user.
119. (New) The method recited in claim 112, further comprising directing said computer to derive contextual information from said information request and to provide in said answer third party information unresponsive to said request in at least one category correlated to said contextual information.
120. (New) The method recited in claim 119, further comprising directing said computer to assign an exclusive third party information provider to each said category for each answer to an information request.
121. (New) The method recited in claim 120, further comprising directing said computer to assign an exclusive third party information provider to each said category

until an event alters the identity of said exclusive third party information provider for said category.

122. (New) The method recited in claim 120, further comprising directing said computer to assign an exclusive third party information provider to each said category for a time period.
123. (New) The method recited in claim 120, further comprising directing said computer to periodically auction a right to be assigned as said exclusive third party information provider.
124. (New) A method of providing geographically based third party information to users of a networked terminals, comprising the steps of:
- (a) receiving at a server computer an information request from one of said users through said networked terminal;
 - (b) determining with said server a geographic region for said information request;
 - (c) through said server providing said user access to an information site providing content responsive to said information request; and
 - (d) through said server providing said user a link at said information site to an unrequested third party information site, an identity of said third party information site being determined by said geographic information.

125. (New) The method recited in claim 124, wherein said server provides a link to a first third party information site for a first geographic locations and a second third party information site for a second geographic location.
126. (New) The method recited in claim 124, wherein said server provides said user a link to a site having a contextual relationship to information requested by said user.
127. (New) A method of providing advertisers access to customers based on customer geographic preferences comprising the steps of:
- (a) providing a web site platform at which customers seek information on topics for geographic locations;
 - (b) for a plurality of said geographic areas, offering advertisers an option to purchase a link to a third party information site not requested by said customer, said third party site having a contextual relationship to one of said topics; and
 - (c) placing said link on said web site platform when purchased by said advertiser.
128. (New) A method of advertising comprising:
- (a) receiving a request message from a communication device on a network;
 - (b) deriving geographic information from said request message;
 - (c) answering said request message by providing said communication device access to a web site presenting request responsive information corresponding to said geographic information; and

(d) providing a link on said web site to an advertising site providing contextually related information not requested in said request message.

129. (New) A method of providing advertisers access to customers based on customer geographic preferences comprising the steps of:

(a) providing a web site platform at which customers seek information concerning geographic locations;

(b) for a plurality of said geographic areas, offering advertisers an option to purchase a link to a third party information site not requested by said customer, said third party site having a relationship to said geographic area; and

(c) placing said link on said web site platform when purchased by said advertiser.

130. (New) A computer readable information storage medium having program code stored thereon that, when executed by a computer on a network, communicates information over said network comprising:

(a) program code that receives at a first information site on said network an information request from a communications device connected through said network;

(b) program code that determines a geographic area for relevant information to be provided in answering said information request;

(c) program code that retrieves answer information from a database, said answer information comprising information responsive to said information request and third party information unresponsive to said information request, said third party information containing information usable by a user to contact said third party; and

(d) program code that provides said answer information from said first information site to said communication device.